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News from around Dentsu Aegis Network

April 2015

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Dentsu Aegis Network and its brands took centre stage at Advertising Week Europe 2015.



**ADVERTISING  
WEEK EUROPE**

Industry leaders from Dentsu Aegis Network, Carat, iProspect, Fetch, mcgarrybowen, Vizeum, Posterscope and Isobar spoke at Advertising Week Europe on topics including Programmatic, Mobile, Digital and Diversity.





Carat has predicted Digital media to reach more than 25% of total advertising spend in 2016, fuelled by an upsurge in mobile spending. Latest Ad Spend report released.



Dentsu Aegis Network has acquired leading digital agency Mindworks, launching Isobar and iProspect in Greece.



Dentsu Aegis Network has launched Amplifi in China. Amplifi will provide streamlined performance solutions by working collaboratively with media, technology and infrastructure partners in the Chinese market.



## New Business & Latest Work



Carat has won the media planning account for Pfizer Consumer Healthcare in the US, as well as the GP Foods group and Dixcy Textiles mandates in India.



Vizeum has won new mandates for Calvin Klein North America, MINI (South Africa), the fashion brand H&M (Turkey) and the construction Group Saint Gobain (India).





LOV, Dentsu Aegis Network's digital agency in Brazil, has won six new accounts: Google, the food group Barilla, Uninove University, and drinks producers Eisenbahn, Bacardi and Grey Goose.



Milestone Brandcom India has won the OOH agency of record duties for the real estate portal Housing.com, and the OOH media account for Airtel telecommunications.



Firstborn US and Mountain Dew teamed up in an epic snowboarding experience, taking fans on a virtual reality adventure through Utah's countryside.



Posterscope Manchester and Carat Edinburgh have launched an interactive DOOH selfie campaign giving Scottish shoppers the opportunity to be front page news on The Daily Record.



## Awards & Events



Dentsu Inc. won Agency of the Year and Interactive Agency of the Year accolades at the 2015 Asia Pacific Advertising Festival (ADFEST) in Thailand.



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iProspect has been named a RECMA Top 10 Global Digital Agency Network, and ranked 1<sup>st</sup> globally in the 'Search and Activation' category.



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360i has been named #1 Global Digital Agency by Warc, in its Warc 100 rankings.



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Carat has been named as the No. 1 media agency across Asia Pacific by global new business consultancy R3.



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Vizeum Ireland has won a Gold Digital Media Award in the 'Best Retail Campaign' category for its work on IKEA METOD Kitchen Campaign at the Digital Media Awards 2015.



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Posterscope UK hosted a one-off digital and OOH competition 'Let's Get Ready To Rumble' during Advertising Week Europe.



Tracy De Groose, CEO Dentsu Aegis Network UK and Ireland, has been honoured as an advertising industry icon by Hearst Magazines.



Frank Kluge has been appointed Chief Financial Officer of Dentsu Aegis Network Nordics, Central and Eastern Europe and Germany.



Simon Pearce has been appointed as President of mcgarrybowen New York.



Dentsu Aegis Network Malaysia has appointed Nicky Lim as Chief Operating Officer.



Vizeum has appointed Wohlstand Cheah as its first Mobile Director in Asia Pacific.





Nigel Morris, CEO Dentsu Aegis Network Americas and EMEA, has spoken to the BBC about Dentsu Inc.'s robot astronaut Kirobo, and the role of robots in society.



## Responsibility



Dentsu Aegis Network's sustainability programme Future Proof has unveiled the 2014 CSR Award winners with a highlight video, celebrating the most responsible and ambitious projects from the network.



Haystac Australia has celebrated cultural diversity in the workplace with the 'Taste of Harmony' initiative, encouraging colleagues to share food and stories from different cultural backgrounds around the globe.



Dentsu Aegis Network Future Proof has launched the 'Energize' campaign, a global environmental and wellbeing initiative to inspire healthy behaviour and a more sustainable world.



## Extras



Dentsu Aegis Network France has held a think tank session "#digital\_culture", about bringing together start-ups, large corporations and leading experts in the digital era.



360i US has hosted a special session at the SXSW Interactive Festival on 'The Science of Predicting the Web', exploring how to anticipate the viral lifecycle of digital content.



RBC Daily has interviewed Oleg Polyakov, President Dentsu Aegis Network Russia and CIS, about developing trends and 2015 forecasts for the advertising industry in Russia.

